

# Refrigeration Appliances in Nigeria

January 2024

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## Refrigeration Appliances in Nigeria - Category analysis

### KEY DATA FINDINGS

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Refrigeration appliances witness volume decline amidst economic downturn  
Struggle of fridge freezers and freezers amid weakening consumer spending power  
Continued preference for lower-priced brands like Hisense and Midea among consumers

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Competition and local manufacturing fuel demand  
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